

ABSTRACT

A method for using a computer connected to a network to match buyers and sellers, the method including: receiving a buyer request from a buyer, the buyer request including a request to purchase a good or service, having the computer
5 search sites on the network for sell ads from sellers, each of the sell ads referring to an advertised good or advertised service, matching the buyer request with at least one of the sell ads, and notifying the associated seller for each matched sell ad that the buyer has requested a good or service similar to the advertised good or advertised service advertised in the matched sell ad.

10 According to another embodiment of the present invention, a system for matching buyers and sellers, the sellers advertising goods or services via sell ads posted on sites on a network, the system including: means for receiving a buyer request from a buyer, the buyer request including a request to purchase a good or service, means for searching the sell ads for goods or services similar to those
15 included in the request, means for enabling a seller to make an offer to the buyer, means for informing the seller of other offers made to the buyer.

According to another embodiment of the present invention, a method for using a computer connected to a network to match buyers and sellers, the method including: having the computer search sites on the network for want ads from
20 buyers, each of the want ads referring to a wanted good or wanted service, having the computer search sites on the network for sell ads from sellers, each of the sell ads referring to an advertised good or advertised service, matching at least one of the want ads with at least one of the sell ads, and notifying the associated buyer who posted the want ad that at least one sell ad has been matched to the want
25 ad.